

**UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH**

In re Application of:)	Examiner: Sheleheda, James R.
Isaac BENTOLILA <i>et al.</i>)	
)	Group Art Unit: 2623
For: SYSTEM AND METHOD FOR)	
BEHAVIORAL MODEL CLUSTERING IN)	Confirmation No.: 7739
TELEVISION USAGE, TARGETED)	
CLUSTERING, AND PREFERENCE)	Response to the Office Action
ADVERTISING VIA MODEL PROGRAMMING)	dated January 29, 2008
BASED ON BEHAVIORAL MODEL CLUSTERS)	
)	
Application No.: 10/043,698)	
)	
Filed: January 9, 2002)	
)	

RESPONSE TO THE OFFICE ACTION DATED JANUARY 29, 2008

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

Applicant hereby responds to the Office Action of January 29, 2008, in the above-referenced patent application. Reexamination, reconsideration and allowance of the rejected claims are respectfully requested in view of the following amendments and remarks. No new matter has been added. Please charge any deficit or credit any surplus to our Deposit Account No. 01-1960. A duplicate copy of this page is enclosed for this purpose.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 9 of this paper.

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PATENT APPLICATION

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